BOOST YOUR SALES WITH A HIGH PERFORMING DIGITAL MARKETING FUNNEL

Presented By: Thomas Young
www.IntuitiveWebsites.com

Intuitive
w e b s i t e s

Program Results

- Increase leads and sales

- Intuitive Websites' Strategic Four-Step process

- Automate digital marketing processes for max ROI

- The seven most important marketing funnel touch points

- Build a team of digital marketing experts

- Action plan to launch and improve digital marketing funnels

Intuitive
w e b s i t e s

WHAT BUSINESS LEADERS WANT
Presentation Questions and Goals

- What are the things to spend money on?

- What will work for my website?

- SEO (high search engine placement)

- The blog is too much work, how to automate it

- Generate qualified leads

- How to run A/B testing on a landing page?

- How to deploy the work?

- It feels overwhelming to me, how is it managed?

- How much will it cost & what value can I expect?

- How many hours per week are needed?

- What is the time frame for results?

- What are the best metrics to measure ROI?
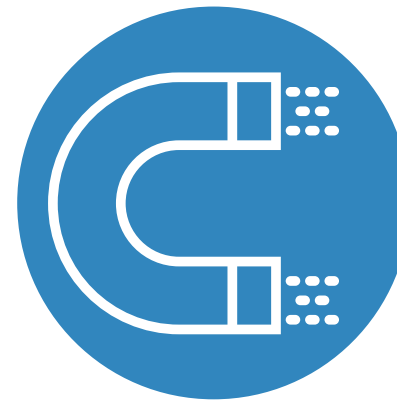
- What are the best tools?

The Facts

FACT 1

Companies with growing digital traffic are more likely to beat revenue goals.

FACT 2

Companies tracking digital marketing KPIs are growing faster than those who don't.

FACT 3

85% of companies use digital marketing, 50% do it well.

FACT 4

The right digital strategy and content resources are keys to results.

HubSpot

More Facts

Research Data From Google

- B2C - 80% of consumers research before buying
- Four out of five use multiple devices
- B2B - 60% of buyers research before contacting
- Mobile is used by more than 50%
- Goal #1: Understand and get found in their research
- Goal #2: Keep in touch with people researching online

Think with Google

Intuitive
w e b s i t e s

Intuitive Websites' Four Step Process

1 Strategy

2 Strategic Communication

OUR PROCESS

3 Inbound Marketing

4 Performance & ROI

Intuitive
websites

Strategic Questions

- How well do you know your ideal customer?

- Have you developed buyer and customer personas?

- Do you know the characteristics of your customer buying teams?

- How does your company stand apart from competitors?

- How are company values and processes driving an advantage?

- What is your guarantee or customer pledge?

Step 1 - Strategy

Strategic Common Sense

- Strategic translation

- Competitive analysis

- Simple and clear content

- Excellent digital resources

- Trackable conversion process

- Target research and feedback

Intuitive
w e b s i t e s

2

STRATEGIC COMMUNICATION

Communicate Your Digital Strategy

Intuitive
websites

FIVE ELEMENTS

1. Messaging and Content

2. Graphic Design

3. Usability

4. Audio Visuals

5. Technology

Intuitive
w e b s i t e s

Step 2 - Strategic Comm.

What People Want

- To solve a problem

- Enhance their lives and convenience

- Learn: search and research

- Product and service information

- How to contact the company

- Business locations

- The customer on-boarding process

Step 2 - Strategic Comm.

What People Do

- Instant impression of your company

- Start in the upper left hand corner

- Look at photos, especially people

- Ignore ads, clutter and marketing content

- Quickly move to website navigation

- Scan content quickly and miss key areas

- Most leave websites quickly

Intuitive
w e b s i t e s

Step 2 - Strategic Comm.

The Rules of Simplicity

1. Simplicity takes strategy and courage

2. Simplicity takes direction from the marketplace

3. Excellent and direct communication is key

4. Use no more than three key messages

5. Follow the 10-out-of-10 rule

6. Simplicity drives conversions and sales

The Google Homepage

Value From Digital Content

- Is it clear what the company does?

- Does the content use clear and direct taglines?

- Is the content "scannable" and does it add value?

- How does the content drive conversions?

- Is content optimized for the search engines?

- Is the content user-centered?

3

INBOUND MARKETING

Attract Qualified Prospects to Your Brand

Inbound Marketing

The New Laws of Marketing

One Audience of Many

Infinite Audience of One

HubSpot

Intuitive
websites

Inbound Tactics

Offline Sales & Marketing

Search Engines

Email Newsletters

Content Marketing

Social Media

Influencer Marketing

Intuitive websites

Step 3 - Inbound Marketing

Digital Marketing Funnel

1. Brings together inbound tactics

2. Automates the process of staying in touch

3. Relies on technology: apps and data

4. Built on segments, actions, content and CTA

Digital Marketing Funnel

Intuitive websites

Marketing & Sales Funnel

The Old Funnel

Marketing Drives Leads

PROSPECTING

QUALIFYING

Probing Questions & Follow-up

PRESENTING

Stay-in-Touch Programs

CLOSE

Prospectors & Closers

Intuitive websites
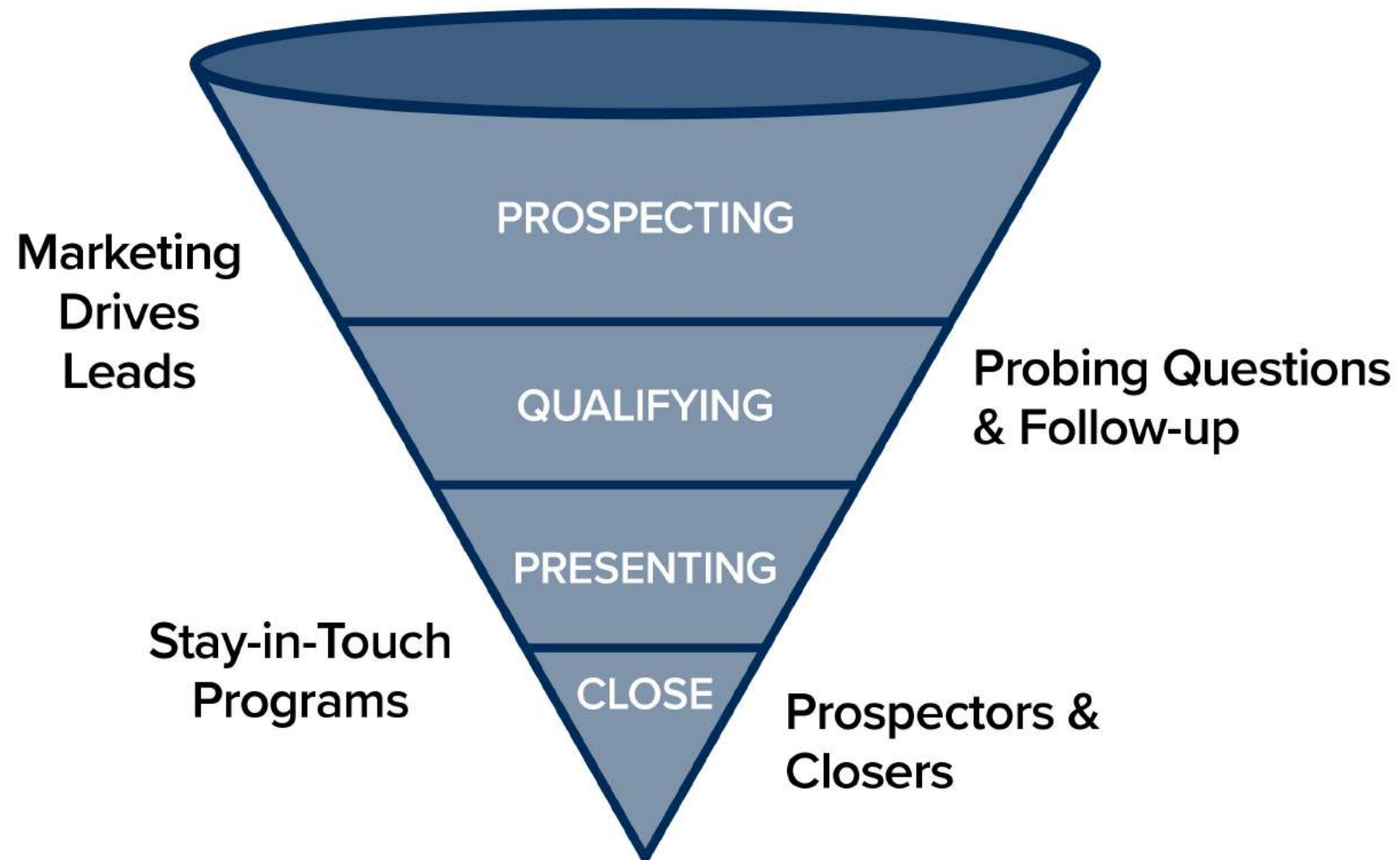
Marketing & Sales Funnel

The New Funnel

Marketing Drives Leads

Presenting is Targeted

Stay-in-Touch Programs

LEAD GENERATION

CONTENT REVIEW

PRESENTING

CLOSE

Self-Service Content Replaces Qualifying

Milestones
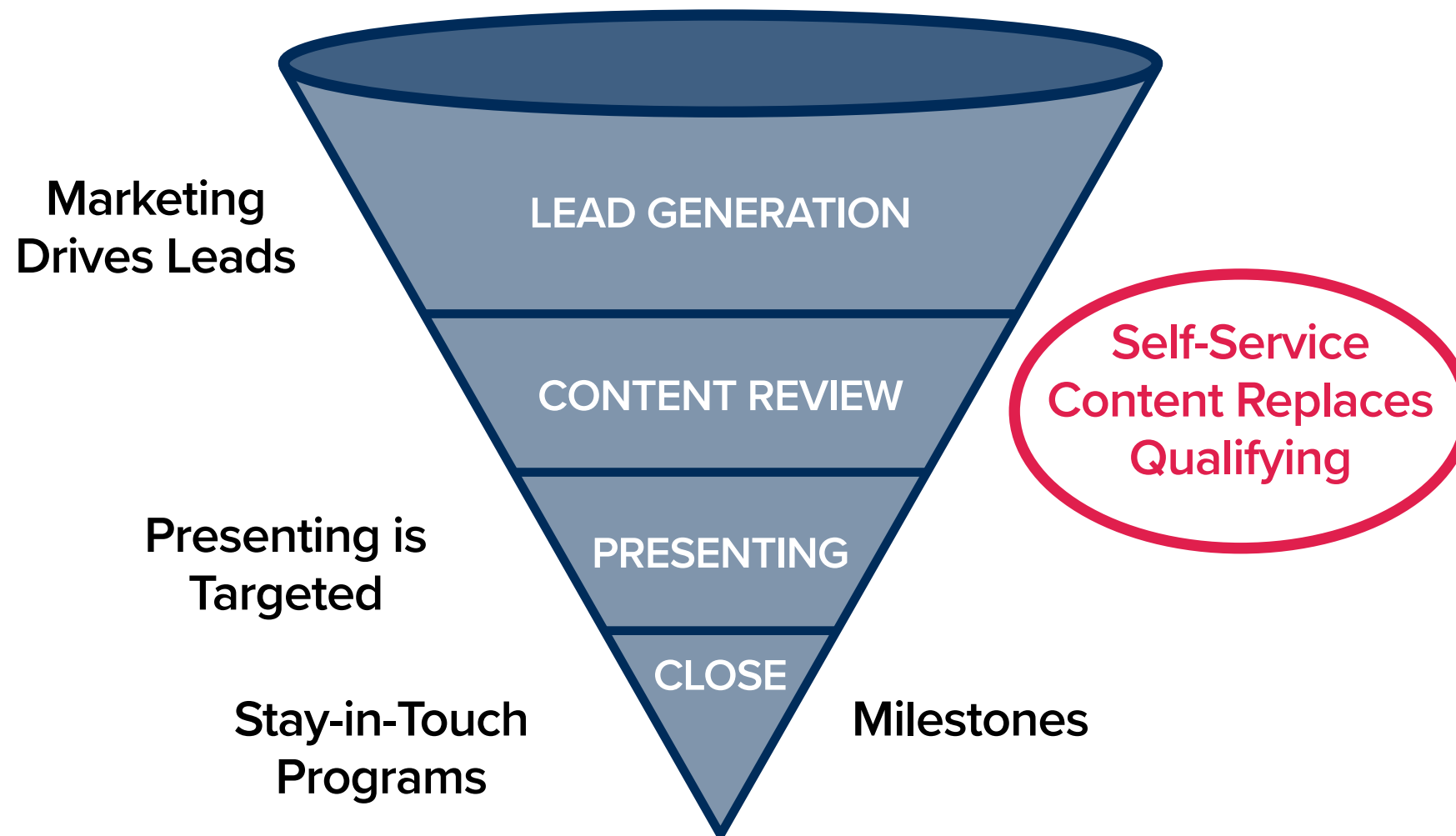
Digital Marketing Funnel

Lead Scoring: The Big Three

1. Suspects and Prospects

2. Marketing Qualified Leads (MQL)

3. Sales Qualified Leads (SQL)

Intuitive
w e b s i t e s

Digital Marketing Funnel

Top of Funnel Intent

- Keyword research from Google

- Investigative Sales and Marketing (Bombora)

- Website Visits (Leadfeeder)

- Target your database or inactive customers

- Brings marketing and sales together

Intuitive
w e b s i t e s

Bombora

Bombora provides B2B Intent data at unprecedented scale

Data Collection

Bombora's Intent data is gathered from multiple content sources

White papers | Case studies | Search | Webinars

Registration | Articles | Subscriptions | Infographic

Making the scale of this Intent data unparalleled – globally

Listening to 2.8M+ companies | Across 2B+ B2B devices | Researching on 5,700+ B2B topics

---

It is used to produce Company Surge™ data

Company Surge™ data identifies when businesses are actively researching products or services signaling buying intent.

Intuitive
w e b s i t e s

Leadfeeder

Digital Marketing Funnel

Seven Touch Points

1. Website Visit

2. Social Media Interaction

3. Email Newsletter Subscribe

4. eBook or Gated Content Download

5. Webinar Registration

6. Web Form Submission (direct contact)

7. Call with Salesperson

1. Website Visit

- Marketplace leading and professional homepage design

- Engaging tagline and banner image

- Customer centric content and resources

- Extremely easy to use

- Moves people towards engagement

- Easy to find and compelling call-to-actions (CTAs)
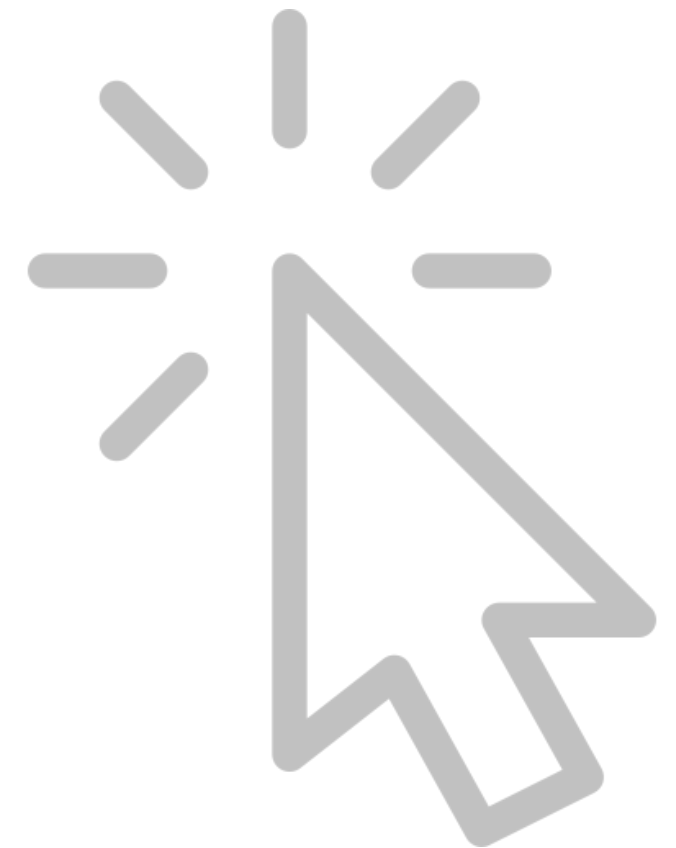
HOMEPAGE TAGLINE

- **Use direct and concrete words**

- **Focus on the benefit and the pain**

- **Make it part of your homepage design**

- **Under 12 words is best**

- **Meet the 10-out-of-10 rule**

Intuitive websites

Google Analytics
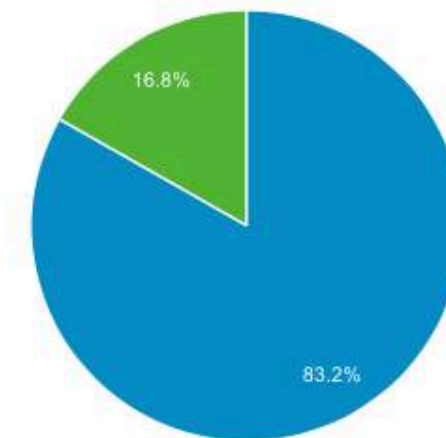
2. Social Media

- Interesting and fun (Facebook)

- Insightful and beneficial (LinkedIn)

- Video content is critical (YouTube)

- Makes use of viral components

- Keeps people engaged and following

- Works great for events

- Improves Google SEO results

3. Email Newsletter

- Excellent content that is read, kept and shared

- Segmented and customized to target market needs

- Always includes clear CTAs

- Be consistent and persistent

- 20-30% open rate is common

- Targeted by segment and funnel scoring

- Email sign-up in website footer

Intuitive
w e b s i t e s

4. eBook

- Engaging title focused on solving a problem

- Engaging design and cover

- Depth of content is key

- Must provide an email address

- White papers and technical content

- Write about your values and process

5. Webinar

- Engaging title and outline

- Practice, practice and practice

- Use good equipment and microphone

- 30-45 minutes with questions

- Facilitator and expert

- Use slides and avoid on-camera video

- Archived and shared on social

6. Web Form Submissions

- Web form length determines conversion rates

- Use quick submission forms

- Email contact as an option

- List phone and locations

- Provide an email address

- Respond very quickly
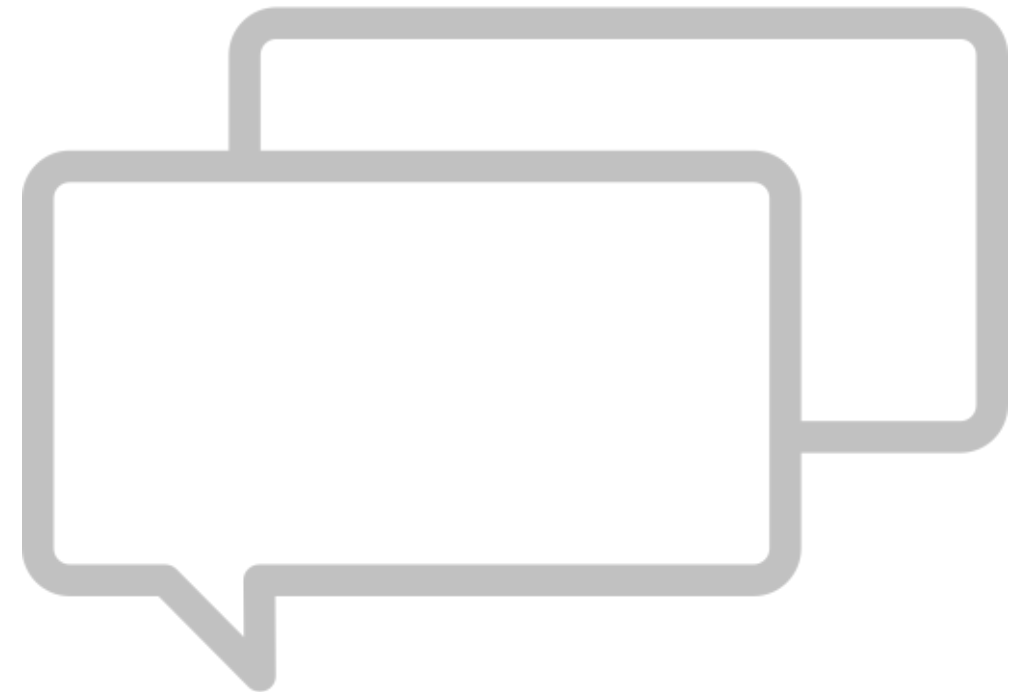
7. Call with Salesperson

- Define your sales funnel and process!

- Appreciation for the MQL's research process

- Define Scoring - MQL and SQL

- Customized questions and presentations

- Can they close?

- Customers are always in the digital funnel!

Intuitive
w e b s i t e s

Digital Marketing Funnel

Funnel Set-Up

- Target market and segment needs

- Select & configure automation app + CRM

- Define lead scoring - MQL and SQL

- Determine funnel paths and content areas

- Train the sales team to present and close

- Develop campaigns, touch points and CTAs

Funnel Reports

Contact Lifecycle Stage (All time) ⓘ

Date range: From 1/1/2018 to 6/10/2019

● **Count of Contacts**

Intuitive
w e b s i t e s

KEY DIGITAL METRICS

- **User Research Intent**

- **Brand Impressions**

- **Content Interactions**

- **Digital Conversion Points**

- **Market Qualified Leads (MQL)**

Step 4 - Performance ROI

Conversion Strategy

- Know your digital budgets and spend

- Review Google Analytics and digital stats

- Set key content and conversion touch points

- Monthly digital marketing meetings

- Review and optimize digital sales funnels

Intuitive
w e b s i t e s

Step 4 - Performance ROI

Digital Marketing Budgets

• WordPress Content Websites: $5,000 and up

• eCommerce Websites: $10,000 and up

• Digital Marketing Services: $85 - $150/hour

• Marketing Automation: $1,000/month

Intuitive
w e b s i t e s

Measure ROI: Sales Lead Example

- Average Order: $10,000 (lifetime value)

- Website Design and Development Cost: $10,000

- Monthly Digital Marketing Spend: $4,500

- Total Monthly Digital Impressions: 5,000

- Conversion Rate to Inquiries (MQL): 1% (50 inquiries)

- Conversion Rate to a Sale (SQL): 20%

- 10 Sales per Month = $100,000

Who does this work?

Intuitive
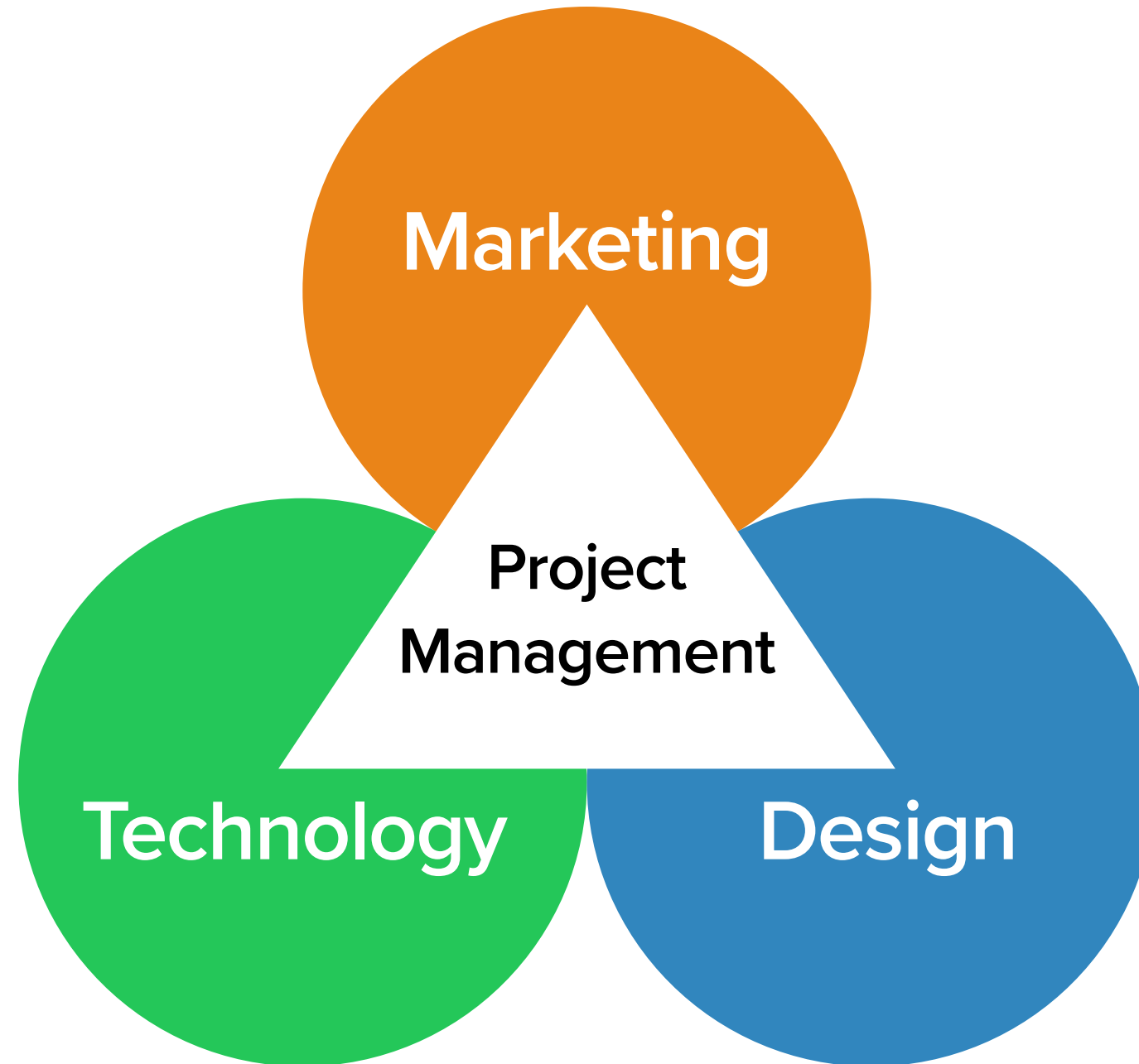websites

The Digital Marketing Team

The Roles of the Team
The Hats People Wear

- Digital Marketing Decision Maker

- Project Manager

- Digital Marketing Manager

- Marketing Automation Manager

- Content Writer for Digital

- Photography/Video/Audio and Media

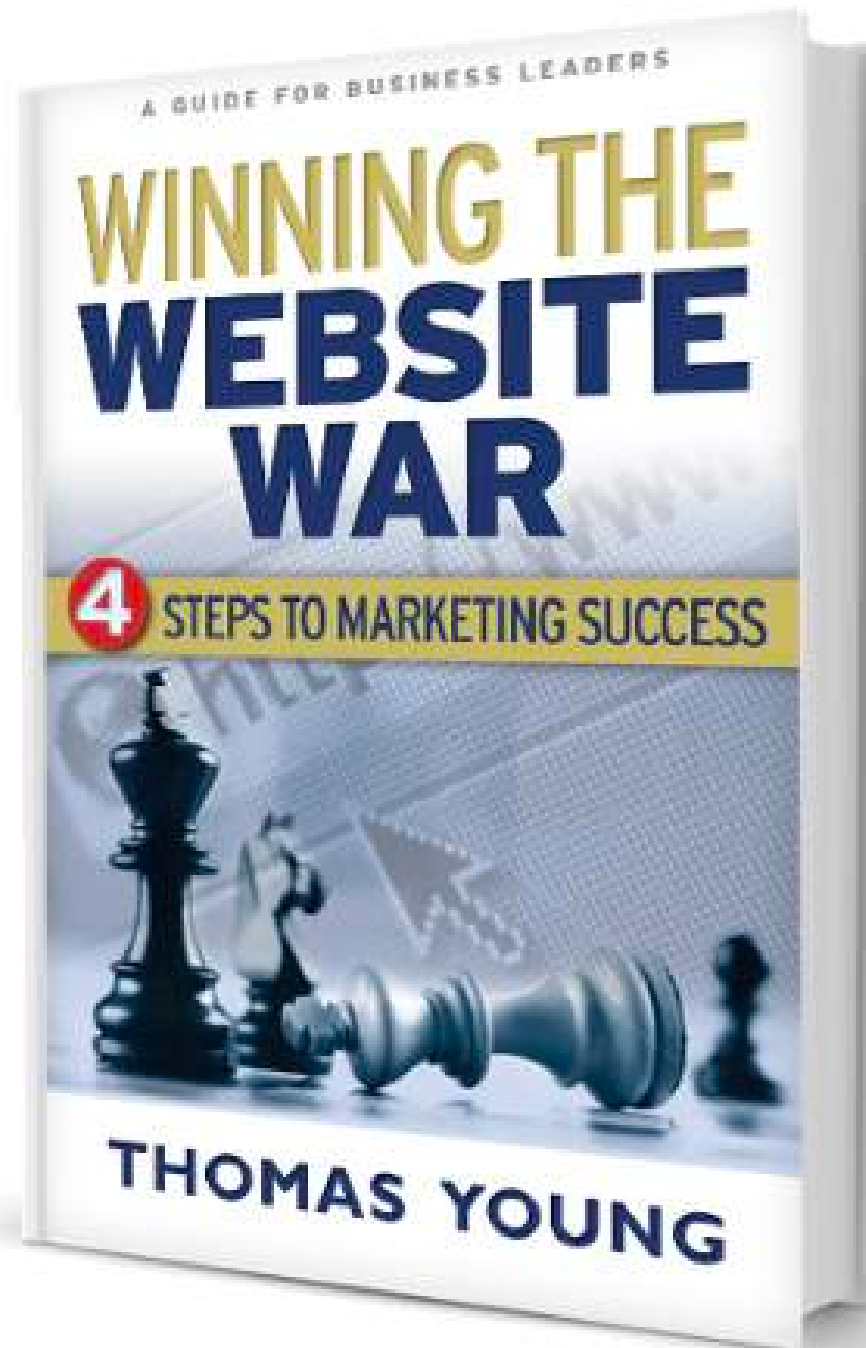- Graphic Design

- Technology and Development

Intuitive websites

TAKE ACTION

Intuitive
websites

Here's Where To Start

- Write a strategic, Digital Marketing Plan based on Four-Steps

- Develop your ideal customer and personas

- Select the team - external and internal

- Select and implement marketing automation and CRM tools

- Determine funnel touch points, MQL and SQL criteria, scoring

- Research the intent parameters in market segments

- Set-up the seven touch points

- Develop a content marketing strategy and schedule

- Schedule digital marketing meetings to review stats and results

- Get customer feedback

Resources

A GUIDE FOR BUSINESS LEADERS

WINNING THE WEBSITE WAR

4 STEPS TO MARKETING SUCCESS

THOMAS YOUNG

WinningtheWebsiteWar.com

Intuitive websites

Resources

- HubSpot, Marketo, Eloqua and Pardot (Automation)

- CRM SalesForce and many options

- Bombora (user intent database)

- Leadfeeder (See the companies on your website)

- Content Marketing Institute

- Search Engine Watch

- SEO MOZ, Neil Patel and SEMRush (SEO Tools)

- Google Analytics & Google Search Console

Resources

- ScreamingFrog (SEO tool)

- KeyWordsEveryWhere.com

- Writer's Access

- AdWords keyword search tool

- Zoom Webinars and GoToWebinar

- Basecamp, Asana and Trello (project management tools)

- Buffer (social media content scheduling)

- Social Media Examiner

- IntuitiveWebsites.com

Intuitive websites

Resources: Books

- Building a Story Brand (Donald Miller)

- Contagious: Why Things Catch On (Jonah Berger)

- Made to Stick (Chip and Dan Heath)

- Anything by Seth Godin

How can digital marketing funnels increase sales and maximize ROI?

Intuitive
w e b s i t e s

Contact Us!

Thomas Young

719-231-6916

Tom@IntuitiveWebsites.com

IntuitiveWebsites.com

WinningTheWebsiteWar.com

BOOST YOUR SALES

With a High Performing Digital Marketing Funnel

Presented By: Thomas Young
www.IntuitiveWebsites.com

Intuitive
w e b s i t e s